Launching Potentially Big Ideas

- The Idea
- Communications
- The Team
- Leveraging the Organization
- Development Approach
- Detractors and Ambushers
- Other Organizational Factors
- Guiding Principles

The Idea
The Idea

- Getting an Idea
- Formulating the concept
- Find out who knows what
- Validation
Communications

- Develop a simple theme
- Tell the story outside in
- Tell the story to everyone everywhere
- Build a team of evangelists
- Be lead evangelist - don't protect content
The Team

- Identify the visionaries and listen hard
- Encourage pointing out your weaknesses
- Trust them to the hilt
- Pay them well
- Lose one person - gain a department

Leverage the Organization
Leverage the Organization

- alphaWorks
- Olympics
- WebAhead
- Extreme Blue
- The Names Matter

Development Approach
Development Approach

- Small teams - maximum freedom of action
- Fail and fail often
- Avoid one-size-fits-all
- Make easy things easy
- Think Integration

Detractors and ambushers
Detractors and ambushers

- Understand their issue
- If you can't change it, ignore it
- Find other allies
- Form vs. Substance

Other Organizational Factors
Other Organizational Factors

- Air cover
- Taskmaster
- Luck
Guiding Principles

- Think Big, Start simple, Iterate quickly
- Just enough is good enough / trial by fire
- Sense and respond / Plan build deliver
- Think globally and act locally
- Think Inside-Out

The Future of the Internet
The Future of the Internet

John R. Patrick

President
Attitude LLC
The Big Picture

- The Internet has grown to its infancy
- Power of the click
- Expectations rising by the day
- Net Attitude needed
- The Internet evolving rapidly

Pervasive Internet
The Pervasive Internet

- Millions of businesses
- Billions of people
- Trillions of devices
- Everything connected to everything
- Security and Privacy possible at all levels

Power of the Click
Power Of The Click

- End-to-end solutions
- Click here to call
- The Opportunity is Huge

The Bubble
e-government & education

- Early leadership and innovation
- Growth coming from grass roots
- Lifelong learning via the web
- Limited by learning how to learn
- Schools and libraries will change

Opportunity
The Bubble: Bust or Boom?

- The Internet was not the problem
- Water does not flow uphill
- Same economy – new tools
- Bubble #2?
Fast

- Adam Smith's Invisible Hand
- Optical Backbone
- Torrents of Bits
- Shifting Bottlenecks

Always On
Always On

- Dial-NOT!
- IPEverything
- WiFi: the reality exceeds the hype
- Pringles and Stratellites

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Everywhere

- Where is the Internet anyway?
- Ubiquitous browsers
- “Long” Distance?

Natural
Natural

- Social Networking not just social
- Wikimedia - The Writeable Web
- Blogging/podcasting revolution
- Gaming exploding
- Let's play tag – The Long Tail
Intelligent

- Ajax: content isn't what it used to be
- Global Application Web unfolding
- Everything at your service
- World Community Grid - good for your health

Easy
Easy

- OpenDocument, Open Inventions
- Linux changing the game
- You Who?
- IT infrastructure: Real or Virtual?
Trusted

- Security redefined
- Privacy policy and framework essential
- Linkage of brand and digital ID
- Healthcare and Finance ready to go
- Block bad things with technology – not laws

Net Attitude
How To Survive (and thrive)

- Think Outside In -- Listen to the people
- Think Big, Act Bold, Start Simple, Iterate Fast
- Anticipate the evolution of the Internet
- Build a framework for On Demand
- Get a Taste of Net Attitude: talk to kids

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Hi! Glad you stopped by.

... my name is John Patrick and Attitude LLC is the name of my company. My activities include writing, speaking, and board service. I am fortunate to have quite a few affiliations and I get to work with people from whom I am constantly learning. Prior to "e-retirement", I was vice president of Internet Technology at IBM Corporation. Nearly everything I have ever said or written is here at patrickWeb or in my book, Net Attitude. As of today, the patrickWeb blog contains 779 postings. I hope you enjoy reading them -- and listening to some musical selections!

Geocaches found: 76, Benchmarks found: 77, Trike miles: 6,700